

#4 MARKETING AND EDUCATION PROGRAM

STRATEGY OVERVIEW

The City of Greenville is a great place to live. Living here allows one to be close to employment, have access to great schools, a thriving downtown and multiple cultural opportunities. It is also a relatively affordable, especially when one considers all its amenities. Education, outreach and marketing should be considered as important components for a pro-active housing strategy in Greenville.

This strategy requires a two pronged approach:

(1) Ongoing communication and dialogue to educate residents on the need for, and benefits of, infill development and revitalization.

It is understandable why many current residents would be resistant to change related to new development, especially with the success the community has had in recent years. However, Greenville remains a divided community between strong and weak neighborhoods, and an inability to draw sufficient numbers of new residents and corresponding development threatens economic stability, the ability to improve distressed neighborhood, and improvements to the tax base.



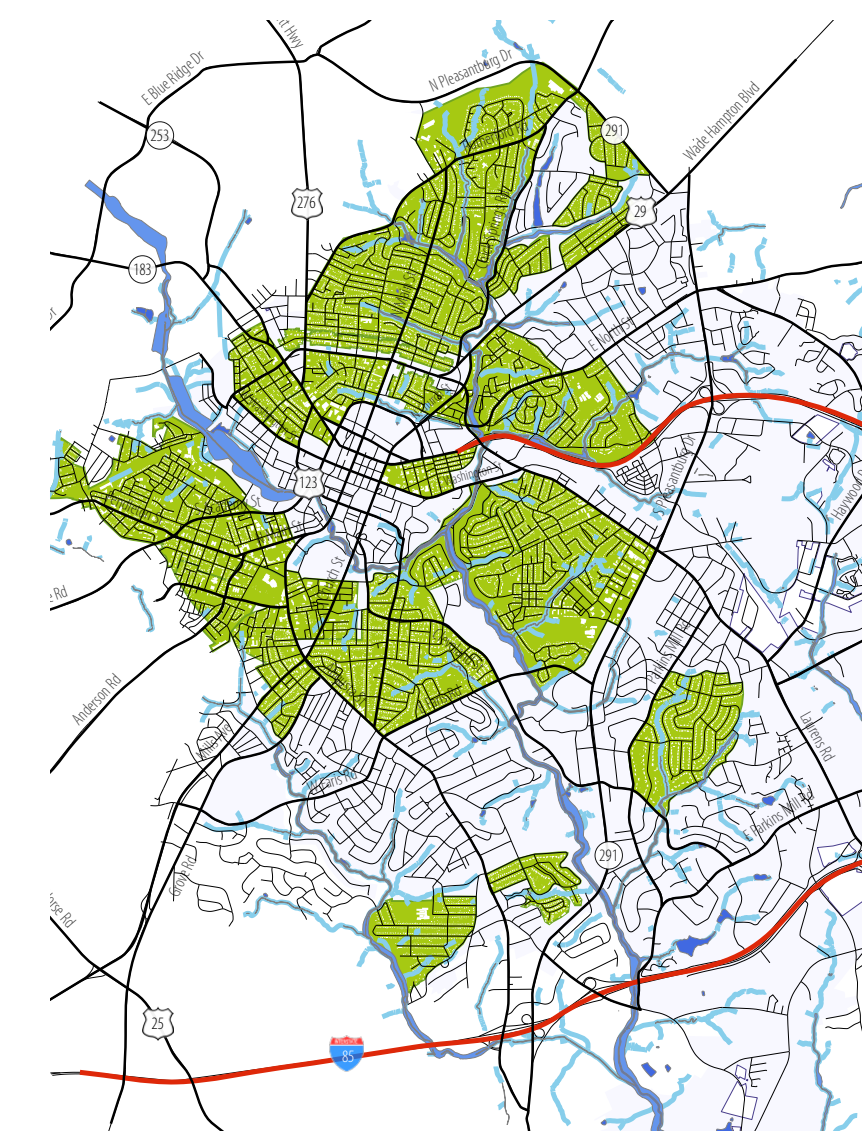
OBJECTIVES

- Conduct community based workshops to discuss benefits of infill development
- Establish systematic out-reach process to distribute information to residents in conjunction with planned projects
- Identify champions who can advocate on behalf of proposed projects.
- Hold “Development 101” classes with neighborhood residents to foster a better understanding of what developers face when trying to do good infill development.



(2) Proactively market housing options and neighborhoods to the region

If Greenville is to grow and improve both its economic stability and quality of life, a large percentage of that growth must come in neighborhoods that are currently being revitalized or slated for revitalization. A marketing program that sells the benefits of living in Greenville should be implemented in conjunction with a targeted investment approach so that the wider region understands the opportunities that are available in Greenville. This includes coordination with, and education of, local residential brokers who are typically oriented around selling properties in high growth areas outside of the City.



OBJECTIVES

- Establish a marketing center used to market rental and for-sale housing and neighborhoods in Greenville
- Create relationships with brokerage community to help market the City
- Coordinate with banks to help connect foreclosures / real estate owned properties with future buyers, potentially offering assistance to facilitate the transaction;
- Conduct surveys to understand key hurdles in attracting residents to Greenville;
- Assemble data, such as crime statistics, that can be used to combat negative “perceptions” of urban neighborhoods.

CASE STUDIES

There are three “gold standards” for urban neighborhood marketing programs - Baltimore’s “Live in Baltimore” program, Cleveland’s “LiveCleveland” program, and Pittsburgh’s “Pittsburgh Living” program.

Each is designed to offer a wealth of information to prospective residents, including:

- Information about the community, its services and amenities
- Guides to individual neighborhoods
- Listings of available properties and rental units
- Connections to realtors or rental offices
- Homeownership Counseling
- Incentives available to buyers
- Information on relocation

Live In Baltimore: www.liveinbaltimore.com

LiveCleveland: www.livecleveland.org

PittsburghCityLiving: www.pittsburghcityliving.com

CITIZENS LEARNING CENTER

LITERATURE REVIEW

Don’t take our word for it . . . below is a review of the benefits of Infill Development

“ **Local governments offer infill incentives for a number of reasons:**

- Infill development reuses properties that may have been underutilized or blighted, helping to catalyze revitalization;
- Infill has the potential to boost jobs, purchasing power, and public amenities in urban core neighborhoods and generate tax dollars for local government;
- Infill housing is dense in comparison with housing in suburban areas and represents an effective way to meet a jurisdiction’s affordable housing or population growth needs;
- Located in proximity to existing transit routes or within walking distance of services and entertainment, infill development can reduce auto use and accompanying congestion and pollution.

(source: [PolicyLink](#)[★])

“ **The principal benefits of infill development include:**

- making better use of urban land supplies while reducing consumption of forest and agricultural land;
- increasing access of people to jobs, and jobs to labor force;
- reducing the time, money, energy, and air pollution associated with commuting and other use of single occupant automobiles;
- strengthening real estate markets and property values, and renewing older neighborhoods and housing stock;
- making better use of existing infrastructure and lowering costs of public services such as: transit, sidewalks, water and sewer, school, and public safety (police, fire, ambulance);
- replacing brownfields and abandoned industrial areas with functioning assets adding to socioeconomic diversity;
- supporting unique cultural, arts, educational and civic functions, such as museums, opera, sports, and universities.

(source: [State of Georgia](#))

“ By absorbing growth in existing communities, infill reduces growth pressure on rural areas, provides for efficient use of land, infrastructure, and services, and can improve quality of life in older communities. Infill can enhance the character, viability, and function of existing communities, and these benefits are evident in many communities around the country. A successful infill strategy at the local level maintains or restores spatial continuity to streetscapes, strengthens neighborhoods, respects historic preservation, and introduces compatible uses that complement existing community attributes and needs.

Response to needs of the Community

Infill can contribute to unmet commercial, economic, social, housing, or civic needs in the existing community. Through sensitive design, infill can introduce a new type of housing into the community. A balanced mix of well-designed housing types (owner/renter occupied units), sizes and prices for all income levels (market and non-market rate units) can be accomplished with similar or even identical housing styles on the same street and phase of construction, if economies of scale allow. Varying market gradations can coexist in the same structure as another way to create moderately priced units without architectural or geographic segregation.

Appearance and Viability

Infill can inject new life into communities and help neighborhoods become more connected and sociable places, and ultimately increase property values, without altering their character. Infill fills in the gaps of the existing community structure, providing for continuity and enclosure of the streetscape, elements that give a place definition and security. For example, traditional row or town houses, at 7 to 30 units per acre, provide excellent streetscape enclosure. Infill can support this same effect in urban, suburban, and rural communities, with housing types and densities appropriate to those communities.

Circulation and Walkability

Infill can enhance circulation and walkability of a community by replacing vacant, deserted sites with vibrant land uses that people can walk to, such as schools, places of worship, shops, and parks.

Infrastructure

Infill capitalizes on existing infrastructure and minimizes the need for costly new infrastructure. Although some infrastructure may need upgrades to meet new demand, the benefit from the expense is enjoyed broadly. School capacity may not be an issue in communities with a declining enrollment or aging population. The community can also benefit from more efficient use of emergency and public safety services, because response times are shorter for development located in existing communities than in peripheral, low density areas.

(source: [State of Maryland](#))